

FIG. 1

(Prior Art)

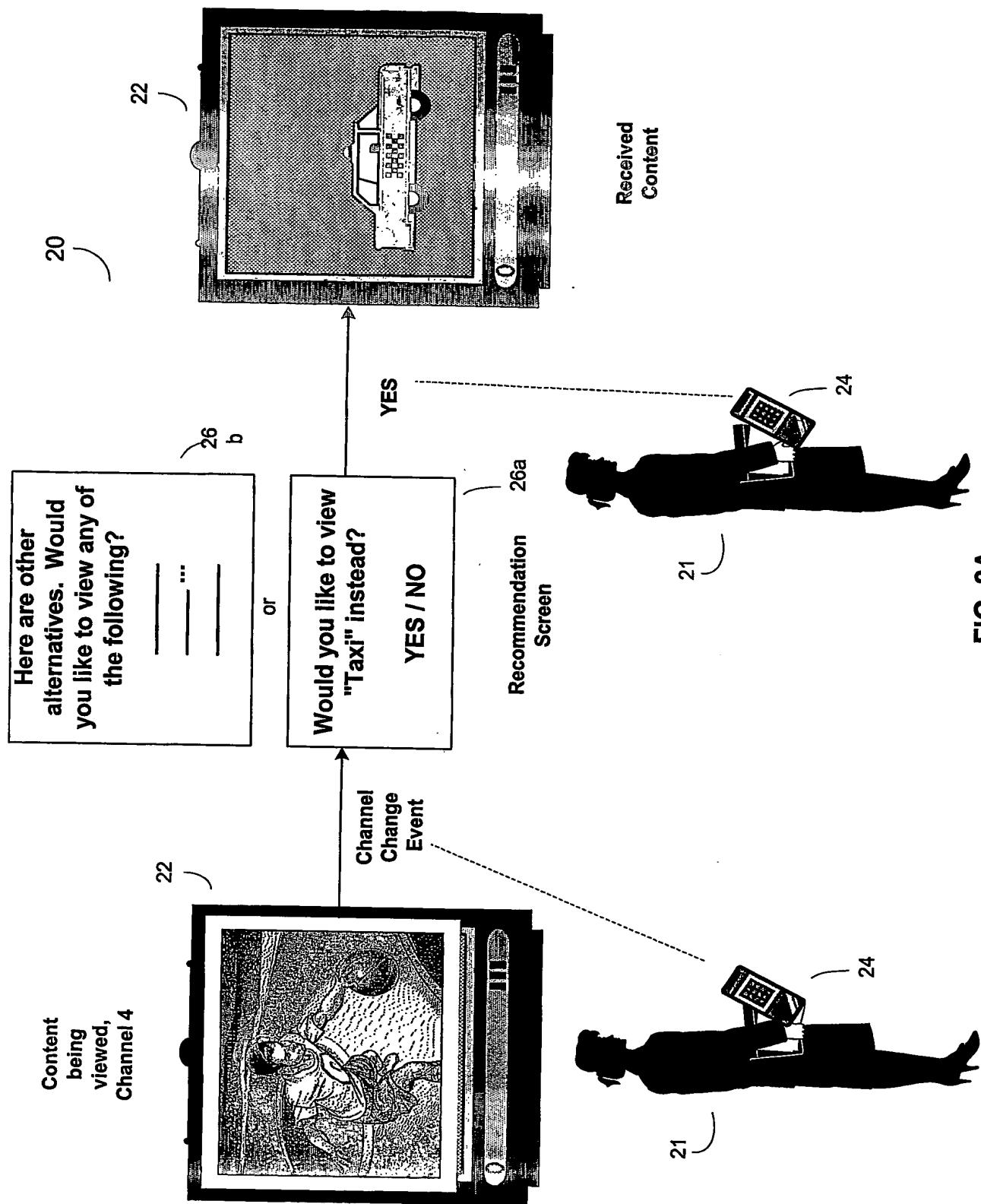
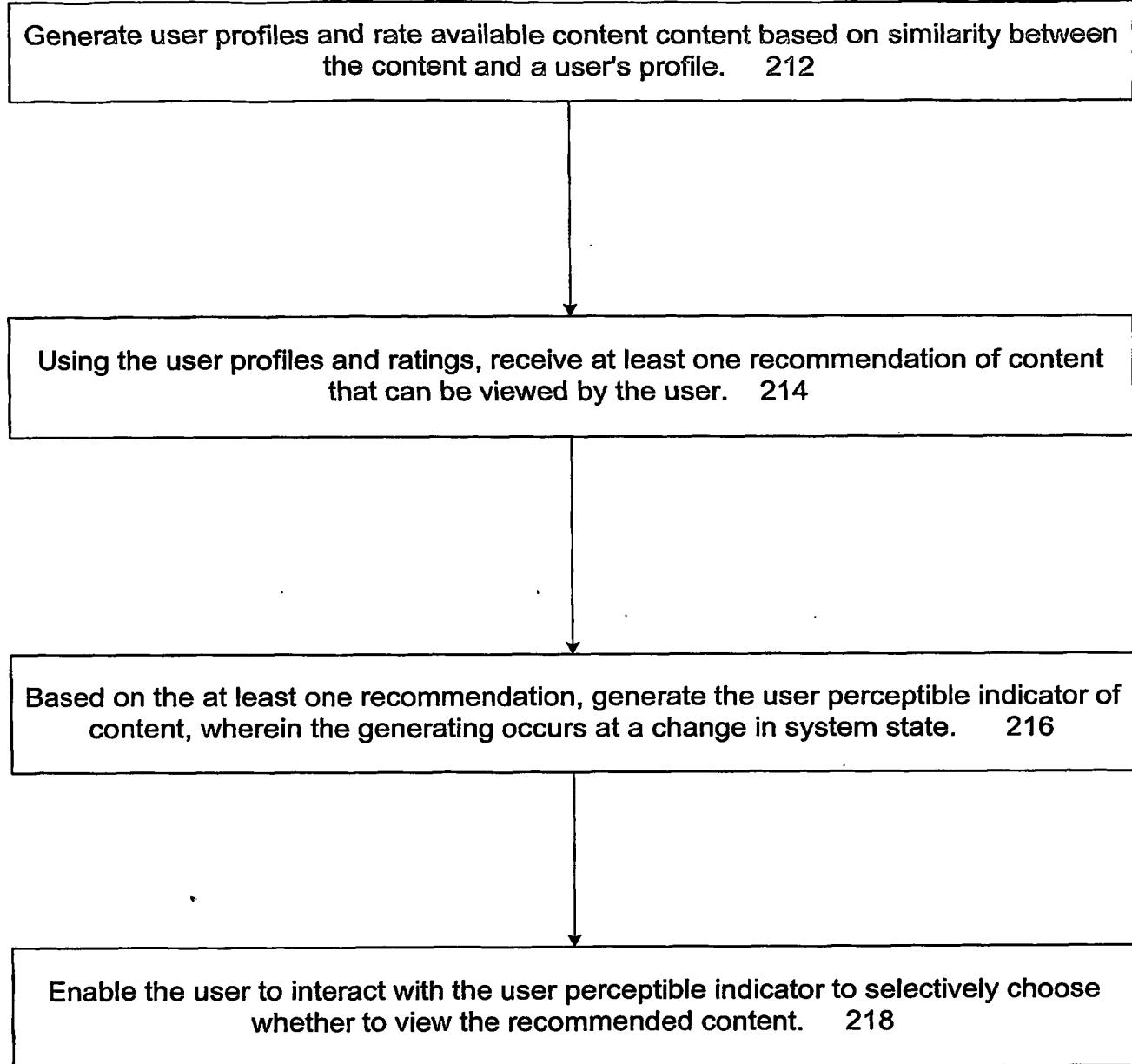


FIG. 2A

200

**FIG. 2**

300

Generate a user group comprising users for which each group member is interested in being notified of the other users' content. 302

Monitor content viewed by a plurality of members in the user group. 304

Based on the content viewed by a plurality of members in the user group, generate a user perceptible indicator of content, wherein the generating occurs at a change in system state. 306

Enable the user to interact with the user perceptible indicator to selectively choose whether to view content viewed by a plurality of members in the user group. 308

FIG. 3

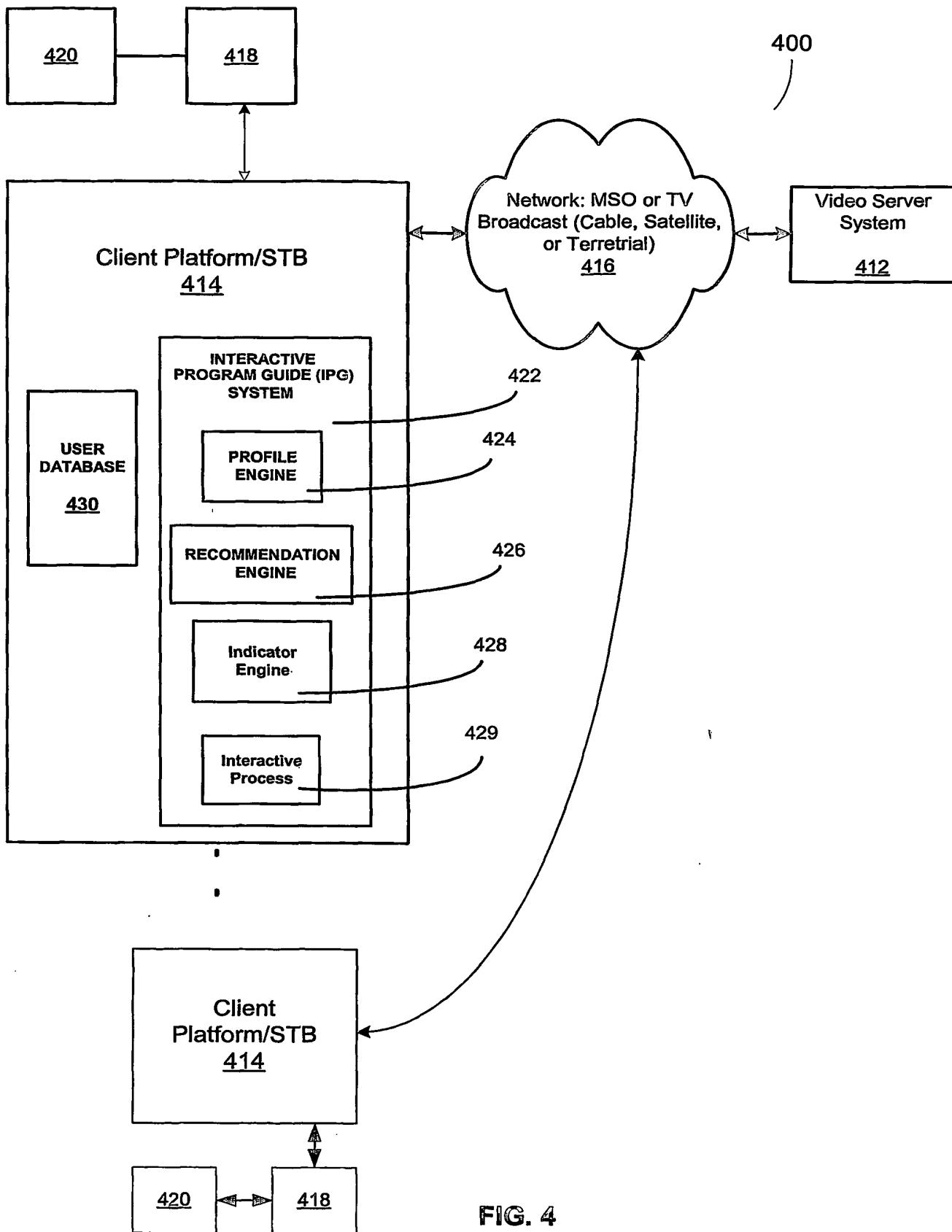


FIG. 4

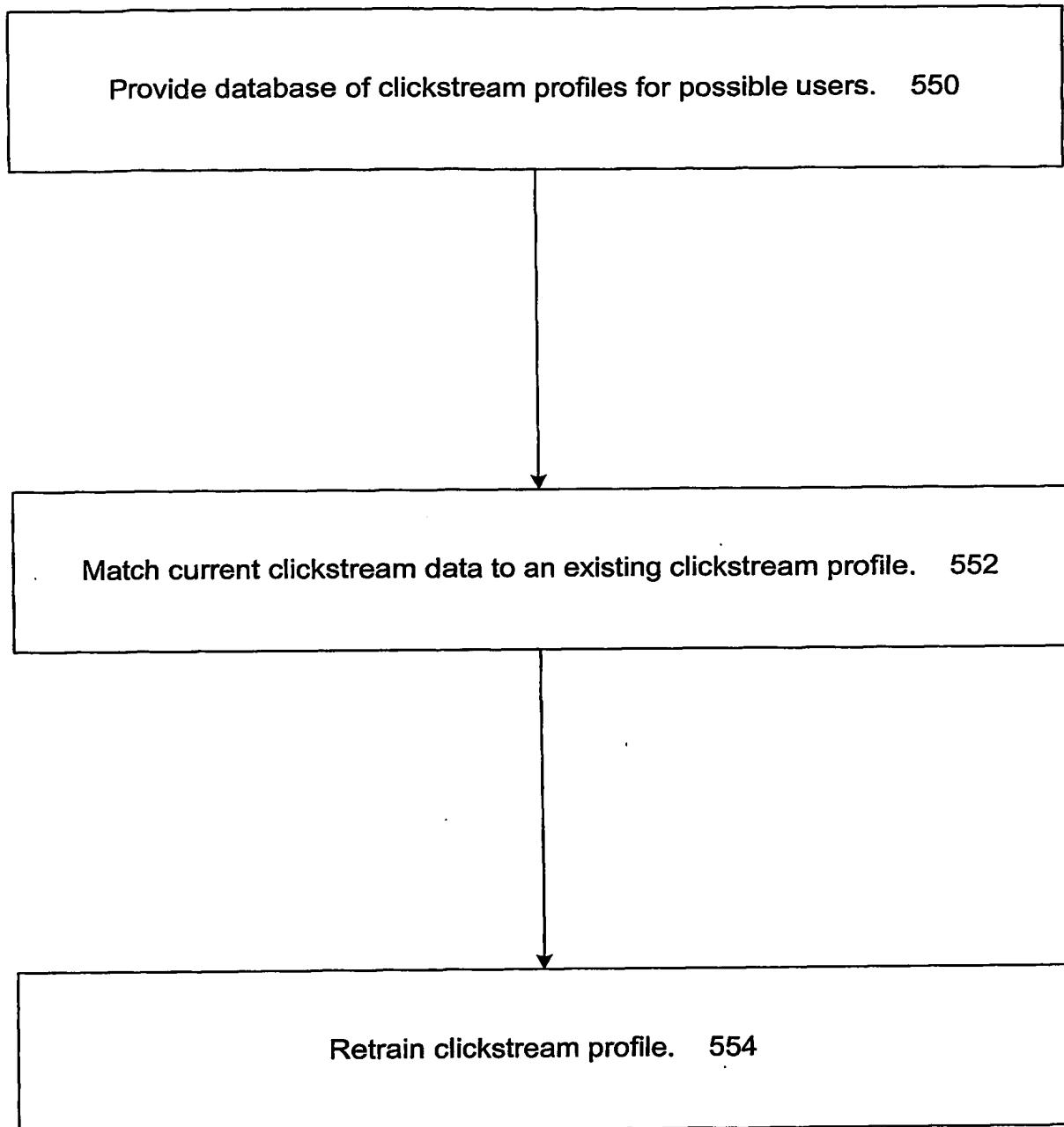


FIG. 5

600

Detect type of affinity sub-profiles such as iTV source, TV Station, Programming Genre, Language, Pay Television, Movie Content based on user input pattern data. 602

Detect time of day usage based on user input pattern data, for example day parts. 604

Generate a user input pattern profile. 606

Apply a decay factor to existing user input pattern profiles to assign greater weight to new user input pattern profiles. 606a

OR

Rate how closely user input pattern data matches an existing user input pattern profile. 608

Match current user input pattern data to an existing user input pattern profile. 610

FIG. 6

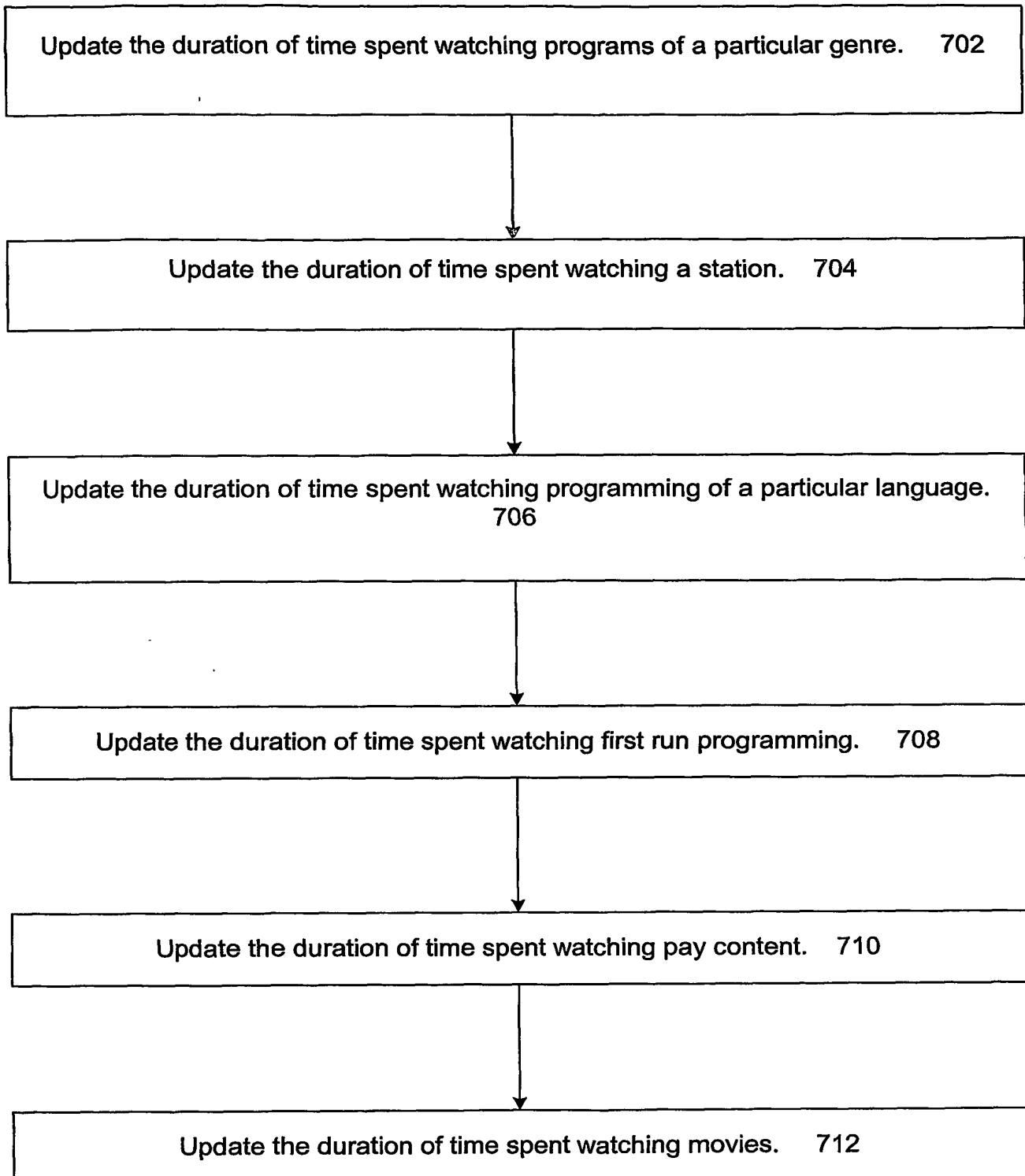


FIG. 7

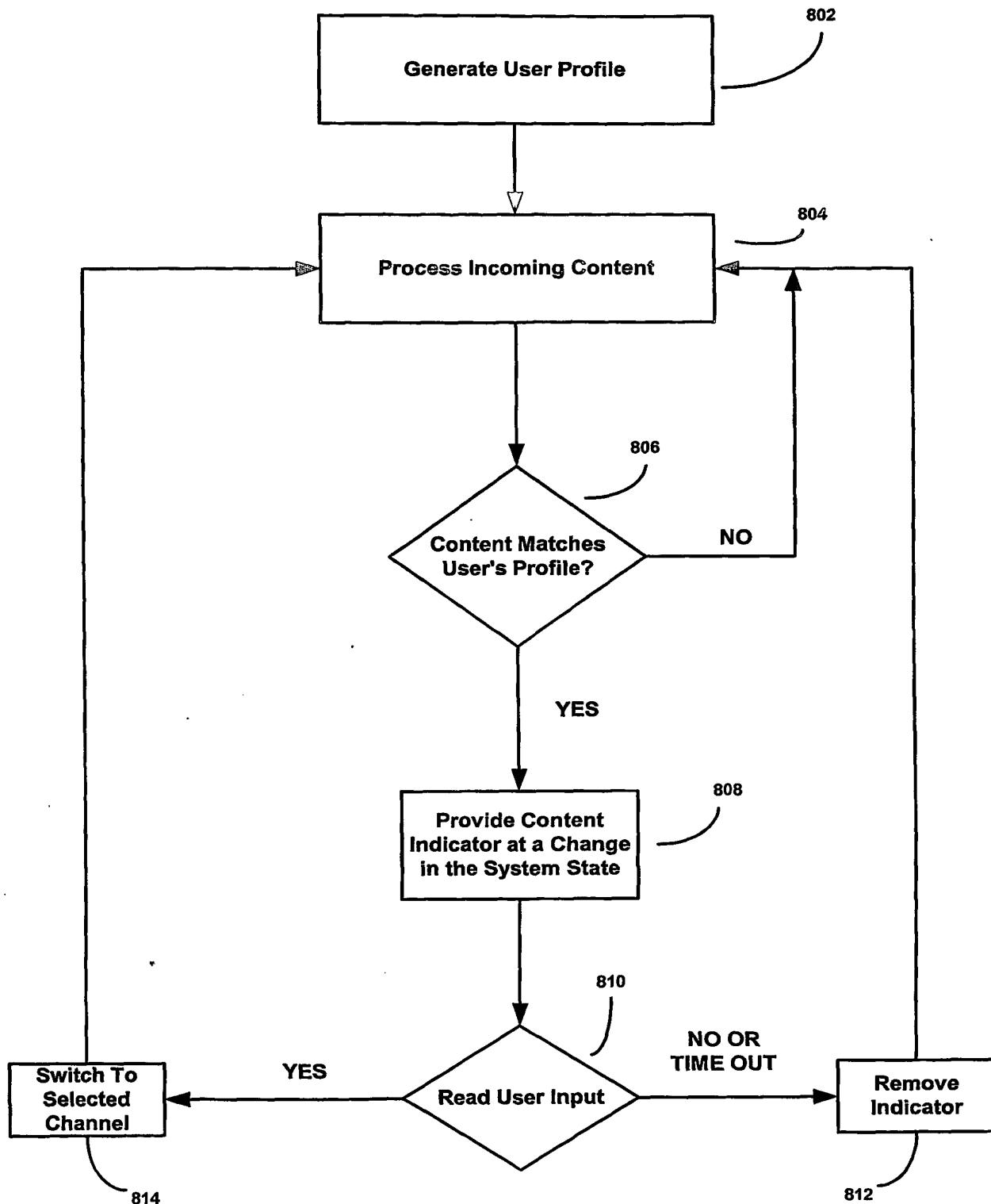


FIG. 8

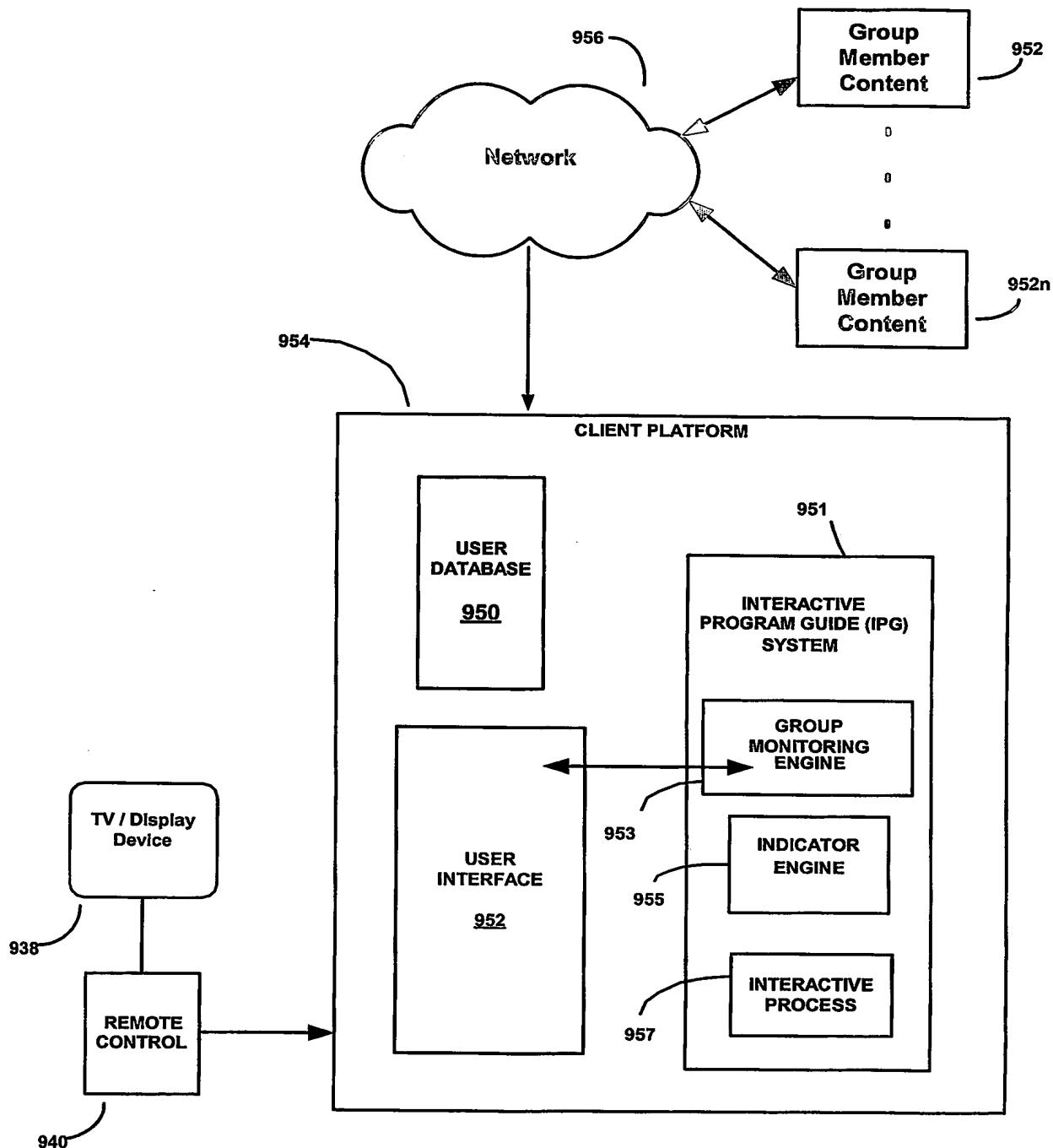


FIG. 9

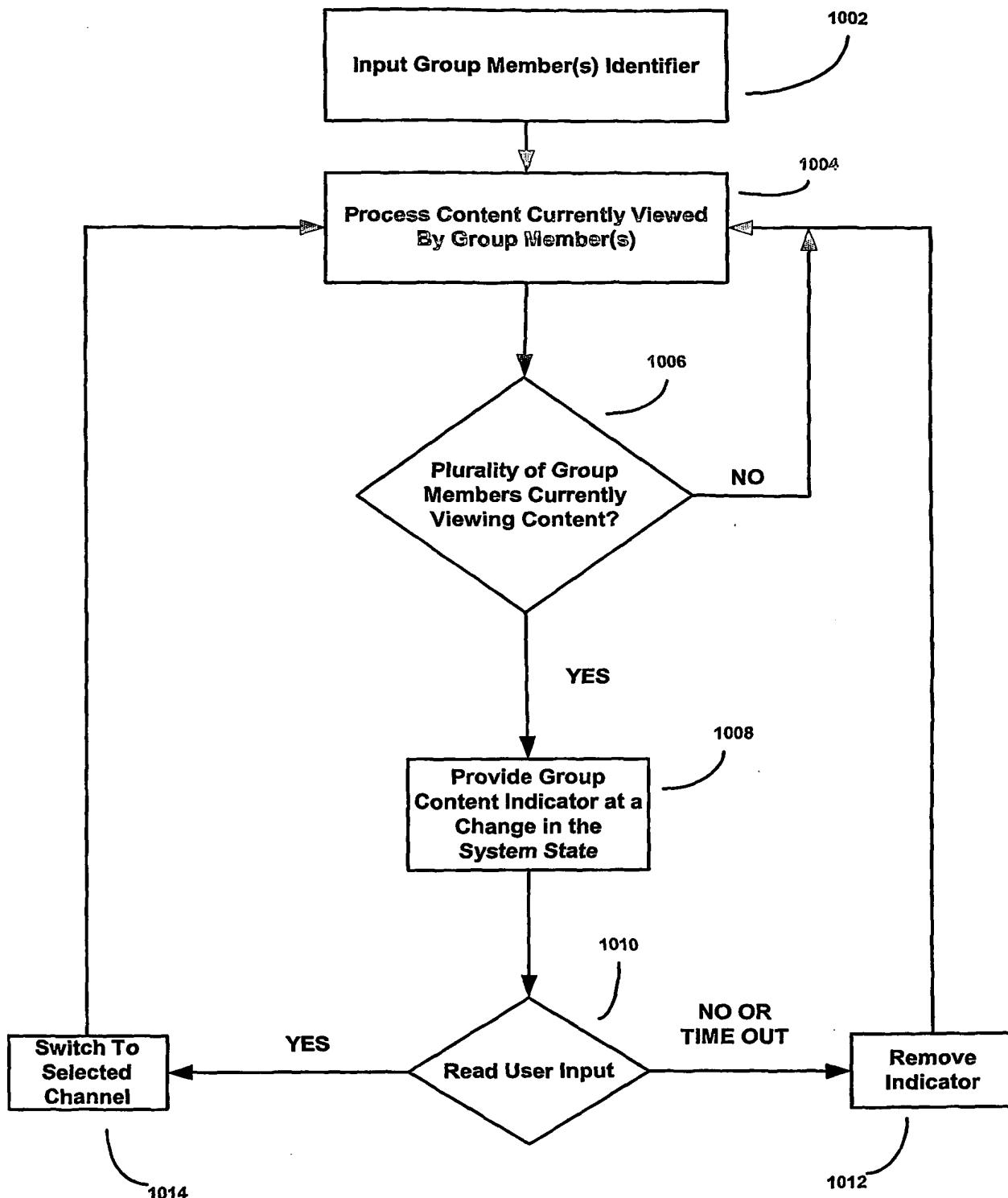


FIG. 10